

Message Text

UNCLASSIFIED

PAGE 01 TAIPEI 02284 220649Z

ACTION COME-00

INFO OCT-01 EA-09 ISO-00 EB-08 /018 W
-----222034Z 060020 /46

R 220621Z APR 77

FM AMEMBASSY TAIPEI

TO SECSTATE WASHDC 3278

UNCLAS TAIPEI 2284

PASS COMMERCE: OIM/EA

E.O. 11652: N/A

TAGS: BEXP, TW

SUBJECT: CCP 2ND QUARTER REPORT

1. MAJOR CAMPAIGN OBJECTIVES PROGRAMMED FOR THE SECOND QUARTER OF FY 77 CCP HAVE BEEN MET AND THE CARRY-OVER PROGRAM FROM THE FIRST QUARTER OF PLACEMENTS OF PRODUCT-RELATED NEWS RELEASES HAS BEEN BROUGHT ON TARGET. THERE WERE NO CAMPAIGNS THAT OVERLAPPED WITH TRADE CENTER SHOWS DURING THE SECOND QUARTER, ALTHOUGH THE COMMERCIAL SECTION SUPPORTED THE TC'S DOCKSIDE AND SHIPBOARD EQUIPMENT SHOW AND WAS SUCCESSFUL IN FINDING FOUR AGENTS FOR FIVE OF THE PARTICIPANTS LOOKING FOR REPRESENTATION IN THE ROC.

2. DURING THE SECOND QUARTER, THE EMBASSY HOSTED ONE NON-CAMPAIGN ACTIVITY OF NOTE--THE VISIT OF THE CALIFORNIA WINE AND BRANDY TRADE MISSION. A SUCCESSFUL WINE-TASTING EVENT WAS HELD ON JAN. 18, AND AS A RESULT THE COMMERCIAL SECTION IS NOW WORKING CLOSELY WITH THE TAIWAN TOBACCO AND WINE MONOPOLY BUREAU TO QUALIFY CALIFORNIA WINES ON THEIR IMPORT LIST.

3. THE POST ORGANIZED A GROUP VISIT TO THE '77 WORLD FAIR FOR TECHNOLOGY EXCHANGE DURING THE LAST QUARTER AND INTENDS TO ORGANIZE ANOTHER GROUP DURING THIS
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PAGE 02 TAIPEI 02284 220649Z

QUARTER TO VISIT THE 58TH NRA RESTURANT HOTEL-MOTEL SHOW IN CHICAGO, MAY 21-25, 1977. OTHER ACTIVITIES PLANNED INCLUDE PARTICIPATION WITH A BOOTH PUBLICIZING THE COMMERCIAL SERVICES PROVIDED BY THE EMBASSY AT THE UPCOMING OFFSITE TC MACHINE TOOLS SHOW, MAY 16-20, AND PARTICIPATION WITH A "COMMERCIAL PRESENCE" BOOTH IN THE ROC INDUSTRIAL DEVELOPMENT BOARD SPONSORED LOW

COST AUTOMATION SHOW IN TAICHUNG, JUNE 24-30, IN SUPPORT
OF CAMPAIGN NO.5.
UNGER

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Message Attributes

Automatic Decaptioning: X
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Executive Order: N/A
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Review Action: RELEASED, APPROVED
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Secure: OPEN
Status: NATIVE
Subject: CCP 2ND QUARTER REPORT
TAGS: BEXP, TW
To: STATE
Type: TE
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Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009